



VA OSDBU Launches Tool for Market Research

Issue:

The VA Business Intelligence Tool (VA BIT) is a new, web-based tool that connects businesses to procurement officials, program managers, and contracting officers in VA, other federal agencies, and in the commercial sector, who have procurement opportunities.

Discussion:

VA BIT helps you to leverage your status as a VA verified firm. We encourage VA procurement officials to use VA BIT as an important part of market research in an effort to identify verified VOSBs capable of meeting their procurement needs. Your VA BIT profile enables potential customers to quickly identify VOSB capabilities and enables VA to create events that directly engage with procurement officials and commercial customers to increase your chances of winning procurement contracts.

Completing your VA BIT profile enhances, but does **not** replace your profile in VIP. The required information in VIP is exported to VA BIT so that you do not have to re-enter that data. By creating your profile in VA BIT, you become visible to VA procurement staff conducting market research for their procurement needs and they become visible to you. You can also see what VA Direct Access Program events they have registered for so you know where you can connect directly to them.

VA BIT key features:

- Enable procurement ready VOSBs to find opportunities for which they have relevant capabilities
- Provides a searchable database of Procurement Decision Makers (PDMs), Contracting Officers, and Organizations
- Provide a searchable database that enables PDMs to identify compatible VOSBs as part of their market research
- Facilitates compatibility determination based on buyer-defined compatibility attributes of VOSBs and requirements
- Facilitates creation of VA Direct Access Program (DAP) events that connect VOSBs with relevant opportunities
- Facilitates DAP event registration

Access the VA Bit platform at <http://www.VABIT.biz>.

Visit <http://www.va.gov/osdbu> for more information about VA OSDBU.

VA OSDBU Help Desk
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